What is claimed is:

1. A method for analyzing financial securities comprising:

calculating a first average return for a security during a first period of time;

calculating a second average return for said security during a second period of time;

calculating a first average return for a benchmark during said first period of time;

calculating a second average return for said benchmark during said second period of time;

choosing a confidence level;

calculating first confidence values, responsive to the confidence level, for the first average return for said benchmark during said first period of time; and

calculating second confidence values, responsive to the confidence level, for the second average return for said benchmark during said second period of time.

2. The method of claim 1 further comprising:

plotting said first average return for said security as a function of said first period of time;

plotting said second average return for said security as a function of said second period of time;

plotting said first confidence values as a function of said first period of time; and

plotting said second confidence values as a function of said second period of time.

3. The method of claim 1 further comprising:

plotting said first average return for said security as a function of said first period of time;

plotting said second average return for said security as a function of said second period of time;

plotting said first confidence values as a function of said first period of time and said first average return for the benchmark; and

plotting said second confidence values as a function of said second period of time and said second average return for the benchmark.

4. The method of claim 1 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of annual total returns in percentages.

5. The method of claim 1 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages price returns in percentages.

6. The method of claim 1 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of annualized monthly total returns in percentages.

7. The method of claim 1 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of annualized monthly price returns in percentages.

8. The method of claim 1 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of a financial measurement.

9. The method of claim 8 wherein the financial measurement is median net operating profit less adjusted taxes (NOPLAT).

10. The method of claim 8 wherein the financial measurement is return on invested capital (ROIC).

11. The method of claim 8 wherein the financial measurement is price to earnings ratio (P/E).

12. The method of claim 8 wherein the financial measurement is extracted long term cash flow growth rate.

13. The method of claim 8 wherein the financial measurement is price to earnings ratio divided by growth (PEG).

14. The method of claim 1 wherein the first and second average returns for the security and the first and second average returns for the benchmark are calculated by calculating geometric averages of the returns.

15. The method of claim 1 wherein the first and second average returns for the security and the first and second average returns for the benchmark are calculated by calculating arithmetic averages of the returns.

16. The method of claim 1 wherein the security is an industry benchmark.

17. The method of claim 1 wherein the security is an equity security.

18. The method of claim 1 wherein the security is a fixed income security.

19. The method of claim 1 wherein the benchmark is an industry benchmark.

20. The method of claim 1 wherein the benchmark is a market index.

21. The method of claim 1 wherein the benchmark is a measurement of the economy.

22. The method of claim 1 wherein the first and second periods of time are each at least three years.

23. The method of claim 22 wherein the first and second periods of time are each seven years.

24. The method of claim 1 wherein the first and second periods of time are each at least two industry cycles.

25. The method of claim 1 wherein the first and second periods of time are each at least two economic cycles.

26. A method for analyzing financial securities comprising:

calculating a first average return for a security during a first period of time;

calculating a second average return for said security during a second period of time;

calculating a first average return for a benchmark during said first period of time;

calculating a second average return for said benchmark during said second period of time;

calculating a first renormalized return for said first period of time responsive to said first average returns for the security and for the benchmark during said first period of time;

calculating a second renormalized return for said second period of time responsive to said second average

returns for the security and for the benchmark during said second period of time;

choosing a confidence level;

calculating first confidence values, responsive to the confidence level, for the first average return for said benchmark during said first period of time; and

calculating second confidence values, responsive to the confidence level, for the second average return for said benchmark during said second period of time.

27. The method of claim 26 further comprising:

plotting said first renormalized return as a function of said first period of time;

plotting said second renormalized return as a function of said second period of time;

plotting said first confidence values as a function of said first period of time; and

plotting said second confidence values as a function of said second period of time.

28. The method of claim 26 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of annual total returns in percentages.

29. The method of claim 26 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages price returns in percentages.

30. The method of claim 26 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of annualized monthly total returns in percentages.

31. The method of claim 26 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of annualized monthly price returns in percentages.

32. The method of claim 26 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of a financial measurement.

33. The method of claim 32 wherein the financial measurement is median net operating profit less adjusted taxes (NOPLAT).

34. The method of claim 32 wherein the financial measurement is return on invested capital (ROIC).

35. The method of claim 32 wherein the financial measurement is price to earnings ratio (P/E).

36. The method of claim 32 wherein the financial measurement is extracted long term cash flow growth rate.

37. The method of claim 32 wherein the financial measurement is price to earnings ratio divided by growth (PEG).

38. The method of claim 26 wherein the first and second average returns for the security and the first and second average returns for the benchmark are calculated by calculating geometric averages of the returns.

39. The method of claim 26 wherein the first and second average returns for the security and the first and second average returns for the benchmark are calculated by calculating arithmetic averages of the returns.

40. The method of claim 26 wherein the security is an industry benchmark.

41. The method of claim 26 wherein the security is an equity security.

42. The method of claim 26 wherein the security is a fixed income security.

43. The method of claim 26 wherein the benchmark is an industry benchmark.

44. The method of claim 26 wherein the benchmark is a market index.

45. The method of claim 26 wherein the benchmark is a measurement of the economy.

46. The method of claim 26 wherein the first and second periods of time are each at least three years.

47. The method of claim 46 wherein the first and second periods of time are each seven years.

48. The method of claim 26 wherein the first and second periods of time are each at least two industry cycles.

49. The method of claim 26 wherein the first and second periods of time are each at least two economic cycles.

50. A method for analyzing financial securities comprising:

calculating a first average return for a security during a first period of time;

calculating a second average return for said security during a second period of time;

calculating a first average return for a benchmark during said first period of time;

calculating a second average return for said benchmark during said second period of time;

calculating a first renormalized return for said first period of time responsive to said first average returns for the security and for the benchmark during said first period of time;

calculating a second renormalized return for said second period of time responsive to said second average returns for the security and for the benchmark during said second period of time;

choosing a confidence level;

calculating first confidence values, responsive to the confidence level, for the first average return for said benchmark during said first period of time;

calculating second confidence values, responsive to the confidence level, for the second average return for said benchmark during said second period of time;

calculating a first quotient as a function of the first renormalized return and the first confidence values;

calculating a second quotient as a function of the second renormalized return and the second confidence values;

calculating a first product by multiplying the first quotient by 50%; and

calculating a second product by multiplying the second quotient by 50%.

51. The method of claim 50 further comprising:

plotting said first product as a function of said first period of time;; and

plotting said second product as a function of said second period of time.

52. The method of claim 50 further comprising:

calculating a first standardized performance value by adding 50% to the first product; and

calculating a second standardized performance value by adding 50% to the second product.

53. The method of claim 50 further comprising:

plotting said first standardized performance value as a function of said first period of time; and

plotting said second standardized performance value as a function of said second period of time.

54. The method of claim 50 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of annual total returns in percentages.

55. The method of claim 50 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages price returns in percentages.

56. The method of claim 50 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of annualized monthly total returns in percentages.

57. The method of claim 50 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of annualized monthly price returns in percentages.

58. The method of claim 50 wherein the first and second average returns for the security and the first and second average returns for the benchmark are averages of a financial measurement.

59. The method of claim 58 wherein the financial measurement is median net operating profit less adjusted taxes (NOPLAT).

60. The method of claim 58 wherein the financial measurement is return on invested capital (ROIC).

61. The method of claim 58 wherein the financial measurement is price to earnings ratio (P/E).

62. The method of claim 58 wherein the financial measurement is extracted long term cash flow growth rate.

63. The method of claim 58 wherein the financial measurement is price to earnings ratio divided by growth (PEG).

64. The method of claim 50 wherein the first and second average returns for the security and the first and second average returns for the benchmark are calculated by calculating geometric averages of the returns.

65. The method of claim 50 wherein the first and second average returns for the security and the first and second average returns for the benchmark are calculated by calculating arithmetic averages of the returns.

66. The method of claim 50 wherein the security is an industry benchmark.

67. The method of claim 50 wherein the security is an equity security.

68. The method of claim 50 wherein the security is a fixed income security.

69. The method of claim 50 wherein the benchmark is an industry benchmark.

70. The method of claim 50 wherein the benchmark is a market index.

71. The method of claim 50 wherein the benchmark is a measurement of the economy.

72. The method of claim 50 wherein the first and second periods of time are each at least three years.

73. The method of claim 72 wherein the first and second periods of time are each seven years.

74. The method of claim 50 wherein the first and second periods of time are each at least two industry cycles.

75. The method of claim 50 wherein the first and second periods of time are each at least two economic cycles.

76. A computer system to facilitate analyzing financial securities comprising:

a processor for calculating

a first average return for a security during a first period of time,

a second average return for said security during a second period of time,

a first average return for a benchmark during said first period of time,

a second average return for said benchmark during said second period of time,

first confidence values, responsive to a confidence level, for the first average return for said benchmark during said first period of time, and

second confidence values, responsive to the confidence level, for the second average return for said benchmark during said second period of time; and

memory for enabling the processor to store financial and user-inputted information;

77. The computer system of claim 76 further comprising

a display for plotting

the first average return for a security during the first period of time,

the second average return for said security during the second period of time,

the first confidence values during said first period of time, and

the second confidence values during said second period of time.

78. A computer system to facilitate analyzing financial securities comprising:

a processor means for calculating

a first average return for a security during a first period of time,

a second average return for said security during a second period of time,

a first average return for a benchmark during said first period of time,

a second average return for said benchmark during said second period of time,

first confidence values, responsive to a confidence level, for the first average return for said benchmark during said first period of time, and

second confidence values, responsive to the confidence level, for the second average return for said benchmark during said second period of time; and

memory means for enabling the processor to store financial and user-inputted information;

79. The computer system of claim 76 further comprising

a display means for plotting

the first average return for a security during the first period of time,

the second average return for said security during the second period of time,

the first confidence values during said first period of time, and

the second confidence values during said second period of time.

80. A computer program product comprising a computer usable medium having computer program logic recorded thereon for instructing a computer system to

receive financial and use-inputted information;

store the financial and use-inputted information;

calculate

a first average return for a security during a first period of time,

a second average return for said security during a second period of time,

a first average return for a benchmark during said first period of time,

a second average return for said benchmark during said second period of time,

first confidence values, responsive to a confidence level, for the first average return for said benchmark during said first period of time, and

second confidence values, responsive to the confidence level, for the second average return for said benchmark during said second period of time; and

display results.